

Application of Yin (2009) models in Persian translation of FPH's Scientific English book titles

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Abstract

Translation Studies is the academic discipline that encompasses the theory, description, and practice of translation. It analyzes translation as both interlingual transfer and intercultural communication, thus qualifying as an interdisciplinary that intersects with various fields, including comparative literature, cultural studies, gender studies, computer science, history, linguistics, philosophy, rhetoric, and semiotics. The purpose of this research is to examine strategies applied in the translation of English book titles into Persian. For the purpose of the study, Initially, visited the website of the National Library of Iran in order to get the catalog of books that were published by Franklin Publishing House between the years 1953 to 1977. It was then converted into a corpus after that. The title of the book, the publisher, the translator, and the English title are all included on this list. The names of books that fall within the category of pure science and technology were extracted from this list. In the next step, it is necessary to get the Persian translations of the book's title as well. In the end, the data were classified into five distinct groups according to the theoretical framework proposed by Yin (2009). The result of this study shows that different strategies could be utilized for translating book titles in pure science and technology genre.

Keywords: Translation studies, Translation history, Title translation, Book title

1. Introduction

Translation Studies is the academic discipline that encompasses the theory, description, and practice of translation. It analyzes translation as both interlingual transfer and intercultural communication, thus qualifying as an interdisciplinary that intersects with various fields, including comparative literature, cultural studies, gender studies, computer science, history, linguistics, philosophy, rhetoric, and semiotics. Translation Studies is sometimes associated with Interpreting, despite the fact that they are separate disciplines.

Despite much commentary on translation theory and practice by Roman translators, Translation Studies did not establish itself as a formal academic discipline until the twentieth century. James S. Holmes' seminal 1972 paper, "The Name and Nature of Translation Studies," established the core framework for Translation Studies, advocating for the development of a distinct discipline with a unique classification system.

History has always been an important part of translation studies, but it wasn't until the turn of the twenty-first century that translation history started to become its own field, with its own methods, metadiscourse, and body of research. Rundle calls this the "emergence of the historiography of translation and interpreting" (Rundle, 2022, p. xviii).

2. Review of literature

Yin (2009, p. 171) argues that the techniques of English title translation mainly fall into two categories: showing respect for the original title (transliteration, literal translation, explication) and discarding the original one (adaptation, providing a new title).

1. Transliteration

When titles are place names or personal names, especially when these names are familiar to the target audience, one can employ transliteration, which involves borrowing the sound of the SL. Transliteration preserves the sound effects and rhythm of the SL, providing the audience with a strong exotic flavor.

2. Literal translation

By converting the SL grammatical constructions to their nearest TL equivalents, literal translation can preserve both the content and the form of the original to a maximum. On occasions when a title matches the story, literal translation can be adopted. Most descriptive titles may find this technique applicable.

3. Explication

To some titles, especially some allusive ones, whose literal translation cannot describe the story neatly and thus fails to provide information and attract the audience, more details have to be added to make them more explicit. Instead of being chosen randomly, these details should be based on the story and able to help polish the titles.

4. Adaptation

Adaptation is to change the cultural references. Bearing in mind the principle of cultural awareness, the translator must first understand the cultural information within movie titles and then exert himself to find proper equivalents, which can be understood, accepted, and appreciated by the audience easily.

5. Providing a new title

Certainly, there are titles to which the four techniques above are not applicable. Thus, the translator sometimes has to provide a new title and rely on his own intuition and taste to choose one good translation among all the possible ones. The new title should factually and accurately describe the story.

According to Farghal and Bazzi (2017), the paper highlights the importance of book title translation in promoting a work in a foreign culture, particularly in fiction. It highlights the role of linguistic, cultural, commercial, and marketing factors in choosing a title. The study reveals several translation procedures for fiction titles, with literal translation being the most common. However, other methods like adaptation, use of related words, explication, and transliteration are also considered. Paraphrases often produce flat titles, while explications offer better linguistic use and acceptability.

According to Falahati Qadimi Fumani (2013), naming approaches significantly influence a book's sales, with a strong title attracting customers and readers. Each naming approach has a primary function, such as transliteration for economy and accuracy. In cases where transliteration isn't possible, translators may choose literary translation, explicitation, adaptation, or a new title. The Skopos, or purpose of the translated text, remains up to the translator.

Yari (2021) states that the study explores the procedures for translating fiction titles in Persian, focusing on the literal translation method. This method is often used by Iranian translators, who find English titles appropriate for Persian readers without cultural obstacles. However, this method may not always be feasible. The study also found that the second procedure, recreation, involves a completely new title in the target language. This manipulation may be due to personal choice, cultural comprehension, or the influence of publishers. The study found that most procedures applied were consistent and related to the storylines. However, accounts on title translation were scarce in translators' prefaces. The study's focus on English language and fiction genre may limit its applicability, so investigating translation procedures in other languages and genres could yield interesting results.

Nord (2019) argues that titles are texts with genre-typical structures, aiming to achieve communicative functions for the target audience. They guide audience interpretation and are independent translation units. Three key aspects influence title translation: situationality, audience and function orientation, and appropriateness. Understanding titles and their role in translation studies is crucial for finding translations that fulfill intended functions in the target culture.

According to Salami, Mozaheb et al. (2024), the study analyzed translation processes in children's and adult literature, focusing on book titles. Results showed that translators change language semantics in children's books, while in adult books, they prefer word-for-word translations. This implies that translators should approach translations differently for various age groups, including making thoughtful title selections. The research has implications for translators and translation teachers and raises awareness of the importance of translated titles. Future studies should examine the impact of different book genres and age groups and encourage policymakers to set criteria for translation. The study also highlights the importance of cultural sensitivity and awareness of the target audience.

Nicolae (2021) states that book titles are a marketing tool that appeals to readers and serves as a textual microcosm. Translating book titles can be challenging, as the shift from definite article to indefinite article form, general to particular, or verb to noun can be either a loss or a source of inspiration. Literary translation aims to accurately represent and echo literature as art.

Upon reviewing the literature on book title translation, the researcher observed a dearth of studies on the translation of English book titles into Persian. The purpose of this research is to examine strategies applied in the translation of English book titles into Persian.

3. Result And discussion

Table 1. Number of strategies used in translating titles of pure science books

| Strategy | Transliteration | Literal translation | Explication | Adaptation | Providing a new title |
|----------|-----------------|---------------------|-------------|------------|-----------------------|
| Number | 3 | 117 | 0 | 27 | 8 |

According to Table 1, the most frequently used strategy in translating titles of pure science books was literal translation, with 117 number, while the least used strategy in translating titles in this genre was explication, with a count of zero. Other strategies between the least and most frequently used ones included adaptation, which was used in 27 cases; providing a new title, which was used in 8 cases; and transliteration with 3 numbers of use out of the 155.

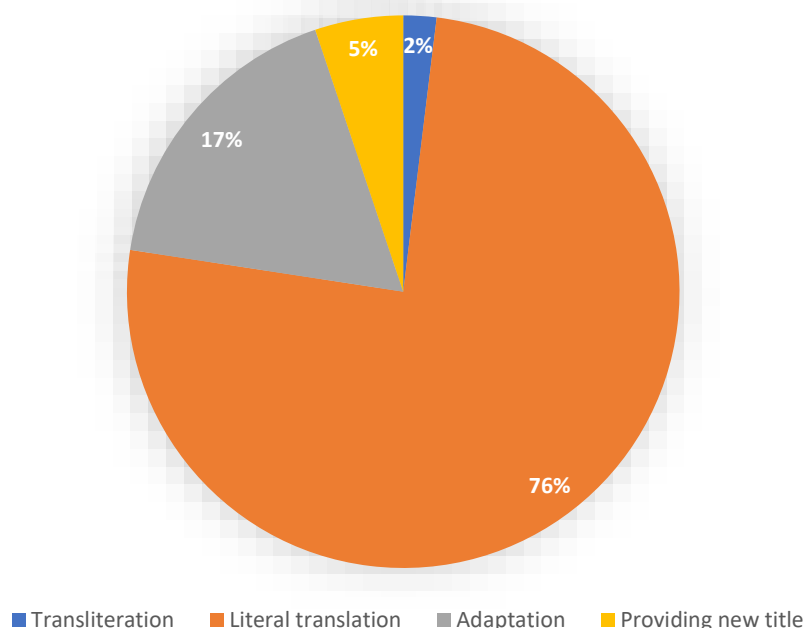


Chart1. Frequency of strategies used in translating titles of pure science books

According to chart 1, the most frequently used strategy in translating titles of pure science books was literal translation, with 76%, while the least used strategy in translating titles in this genre was explication, with 0%. Other strategies between the least and most frequently used strategies included adaptation, which was used 17%, and after that, providing a new title was used in 5% and transliteration with 2%.

As Table 1 shows, the most frequently used strategy in translating the title of a pure science book is literal translation, which was used in 117 numbers of use out of 155. For example, in

the translation of “ANIMALS WE KNOW,” the translator used literal translation and translated it to (حيواناتی که ما می‌شناسیم). Another strategy used in translating titles in this genre was adaptation, which was used 27 times. One example of adaptation is “ALL ABOUT WHALES,” which is translated to (غول دریا). “THE STORY OF MADAME CURIE” is an example of transliteration, which was the next strategy in translating a book’s titles, and it was translated to (مادام کوری). also the title of “ALL ABOUT THE SEA,” translated to (دریا دیار عجایب), and it’s an example of providing a new title that is used in 3 cases.

Table 2. Number of strategies used in translating titles of technology books

| Strategy | <i>Transliteration</i> | Literal translation | Explication | Adaptation | Providing a new title |
|----------|------------------------|---------------------|-------------|------------|-----------------------|
| Number | 3 | 30 | 8 | 7 | 27 |

According to Table 2, the most frequently used strategy in translating titles of technology books was literal translation, with a number of 30, while the least used strategy in translating titles in this genre was Transliteration, with a count of 3. Other strategies between the least and most frequently used ones included providing a new title, which was used in 27 cases, and Explication, which was used in 8 cases, and Adaptation, which was used in 7 cases.

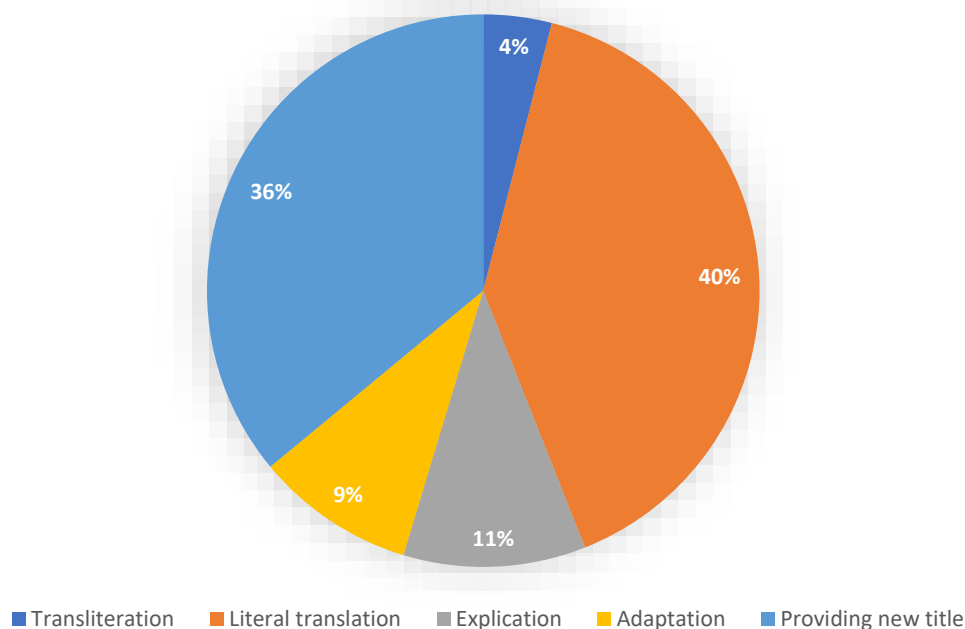


chart2. Frequency of strategies used in translating titles of technology books

According to chart 2, the most frequently used strategy in translating titles of technology books was literal translation, with 40%, while the least used strategy in translating titles in this genre was Transliteration, with 4%.

was Transliteration, with 36%. Other strategies between the least and most frequently used ones included providing a new title, which was used 11%, and Explication, which was used 9%, and Adaptation, which was used in 4%.

Table 2 reveals that 30 out of 75 cases use literal translation as the most common strategy for translating the title of the technology book. “MEN WHO CHANGED THE WORLD,” which is translated as (مردانی که دنیا را عوض کردند), is an example of a literal translation. After this strategy, in the technology genre, providing a new title was used in 27 cases, and the example of that is “THE WRIGHT BROTHERS,” which translated into (اختراع هواپیما). Eight cases also employed the explication strategy. One example for this strategy is “FEEDS AND FEEDING” (غذا و تغذیه دام). The least common strategies in this field are adaptation and transliteration, each with 7 and 3 numbers of usage. One example for each of them is “WILLIAMS OBSTETRIC” that is translated to (ابستتی و زایمان) and “THE STORY OF ALBERT SCHWEITZER” that is translated to (البرت شیواتزر).

4. conclusion

Reviewing other studies shows that this study could be somehow similar to Farghal and Bazzi (2017) as it focuses on title translation. In the study of Farghal and Bazzi (2017), literal translation has the highest frequency in title translation, which is similar to the results of this study, namely the translation of titles of books in technology and pure science genres. Also, the result of this study is similar to Salami, Mozaheb, et al (2024) as it focuses on title translation. In this research literal translation also has the highest frequency and the result of present study is similar to their study. In order to generalize the results of this research, further studies need to be conducted with a larger number of data points.

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